

CITY OF
HAYWARD
HEART OF THE BAY

General Plan Update

City Council Work Session

July 17, 2012

Erik Pearson, *Senior Planner*

Planning Division
Development Services Department



Outline

1. Council's Comments from June 19, 2012
2. Public Engagement
3. Scope/Timeline
4. Fiscal Impacts
5. Next Steps
6. Staff Recommendation



Council Comments (from June 19)

- Need significant public input/community-based process
- General support for comprehensive update
- Do not let the Housing Element drive process
- Open space and parks are a high priority
- Focus on high quality and manufacturing jobs; promote clean industries
- Use input from Neighborhood Partnership meetings
- Engage Hayward youth and include policies for them
- Address the loss of the Redevelopment Agency



Public Engagement

- Comments from recent community meetings for special studies:
 - 238 Land Use Study
 - Mission Boulevard Corridor Specific Plan
 - Downtown Specific Plan
- Neighborhood Partnership meetings
- 2010 & 2012 Resident Satisfaction Surveys



Public Engagement (cont.)

Form a Task Force (approx. 12 non-staff members)

- All members will be Hayward residents and may represent:
 - Neighborhoods
 - Businesses
 - Youth Community

Key City staff will also attend Task Force meetings.



Public Engagement (cont.)

- Attend community events
- Utilize various Boards, Committees and Commissions
- Pursue Grants (eg Davenport Institute)
- Possibly hire firm or subscribe to service to help facilitate public engagement



Scope/Timeline

- I. Select Consultants and Contract Planner
- II. Prepare Background Reports
- III. Form Task Force
- IV. Receive Initial Community Input (Phase I Outreach)
- V. Formulate Vision & Identify Issues
- VI. Develop and Present the Vision, Goals and Policies



Scope/Timeline (cont.)

- VII. Prepare Draft General Plan
- VIII. Phase II Outreach
- IX. Prepare Draft Environmental Impact Report (DEIR)
- X. Present DEIR and Fiscal Impact Analysis
- XI. Prepare Final EIR & Revisions to the General Plan
- XII. Adopt New General Plan & Certify EIR



Fiscal Impact

Estimated Budget for General Plan Update	
Staff Time	
Senior Planner	\$300,000
Consultant Planner	\$300,000
Other Staff	\$175,000
Total Staff Time	\$775,000
Public Engagement Activities/Tools	\$10,000
Consultant Fees – General Plan/Technical Studies	\$700,000
Consultant Fees – EIR	\$550,000
Miscellaneous Costs	\$10,000
Subtotal	\$2,045,000
10% Contingency	\$204,500
Grand Total	\$2,249,500

All costs will be ultimately covered by new General Plan fee (12% charge on building permits.)



Next Steps

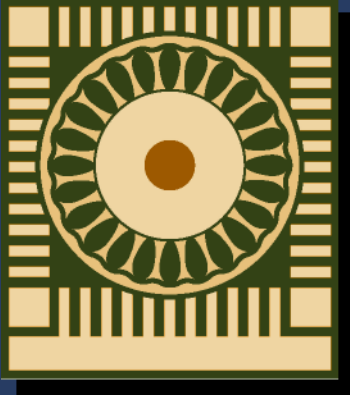
July 2012	Issue Request for Proposals
September 2012	Seek Council Authorization to Execute Contract(s)
September 2012	Hire Consultants to Assist with General Plan Preparation and Environmental Analysis
October/ November 2012	Form Task Force



Recommendation

Adopt the Resolution appropriating funds and authorizing staff to proceed with a comprehensive update of the General Plan, to be completed by June 2014.





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